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CERTIFICATE OF MAILING

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below with sufficient postage as first class mail in an enveloped addressed to the Commissioner for Patents, Washington, D.C. 20231 on

Date: 6-3-2002

Sandy Yi

In Re Application of:		Examiner:	Unknown
	Sylvia Tidwell Scheuring, et al.	Art Unit:	2161
Serial No:	10/066,126		
Filed:	January 30, 2002		
For:	SYSTEM AND METHOD FOR MATCHING CONSUMERS WITH PRODUCTS		

10066126 - 060102

Commissioner for Patents
Washington, D.C. 20231

PRELIMINARY AMENDMENT

Sir:

In response to the Notice to File Missing Parts of Nonprovisional Application, the statutory period for response being extended until June 5, 2002, by the enclosed Petition for Extension of Time, please amend the application as follows:

IN THE DRAWINGS

In Fig. 7d, for the section entitled "U.S. Adult Mixer", replace "Practical = First aid kid" with -- Practical = First aid kit --, and

for the section entitled "U.S. Teen Mixer", replace "Practical = First aid kid" with -- Practical = First aid kit --.

In Fig. 7e, for the section entitled "Japanese Adult Female Mixer", replace "Full of Curiousity – Computer on Shelf" with -- Full of Curiosity = Computer on Shelf --.

for the section entitled "Japanese Adult Male Mixer", replace "Full of Curiousity – Computer on Shelf" with -- Full of Curiosity = Computer on Shelf --.

In Figure 14, renumber the figure as -- Figure 14A --.

In Figure 15a, for the figure, renumber the figure as -- Figure 15 --.

for reference block 1507, delete the second "Product - N".

In Figure 15b, renumber the figure as -- Figure 14B --.

In Figure 16a, renumber the figure as -- Figure 16 --.

In Figure 16b, for the figure, renumber the figure as-- Figure 17 --

for each successive block, add consecutive odd block numbering.

In Figure 17a, add arrowheads indicated by the depicted blocks.

In Figure 17b, add arrowheads indicated by the depicted blocks and lines.

In Figure 18, for reference block 1803, replace "Automatic Categorization analyzes text associated wiith a product (continue with remainder of text)" with -- Automatic Categorization analyzes text associated with a product (continue with remainder of text) --.

In Figure 20, for the figure, delete the handwritten note, "guess*user value = map value".

for the block containing "End For each Personality Category", reference the block with the numeral -- 2027 --.

In Figure 22, for the figure, replace block numbers "2001" through "2007" with --2201-- through --2207--

delete the handwritten example on the right side of the drawing.

for reference block 2207, replace "writtent" with -- written --.

In Figure 23, for the figure, add consecutive odd block numbering.

for reference block 2315, replace "The modifier rule is typically simple multiplication, but the vlaue modifier (continue with remainder of text)" with – The modifier rule is typically simple multiplication, but the value modifier (continue with remainder of text) -- .

In Figure 24, add consecutive odd block numbering.

In Figure 24, add a line connecting reference block 2411 to reference block 2413.

In Figure 25, add consecutive odd block numbering.

delete the handwritten note on the right-hand side of reference block 2501.

In Figure 26, add consecutive odd block numbering.

In Figure 27, add consecutive odd block numbering.

In Figure 28, add consecutive odd block numbering.

In Figure 28, add arrowheads indicated by the existing elements and lines.

In Figure 29, add consecutive odd block numbering.

In Figure 29, for reference block 2909, replace the text "Typically, nightly, but othe schedules may be used" with -- Typically, nightly, but other schedules may be used --.

In Figure 30, add consecutive odd block numbering.

In Figure 31, add consecutive odd block numbering.

10066126 - 061402

IN THE SPECIFICATION

Please replace the paragraph beginning at **page 3, line 1** (following the title "Brief Description of the Drawings"), with the following rewritten paragraph:

"FIG. 1 is a block diagram illustrating a matching-system, in accordance with an embodiment of the present invention;

FIG. 2 is a block diagram illustrating an exemplary computer system capable of implementing one or more of the elements of FIG. 1;

FIG. 3 is a block diagram illustrating a wish server according to an embodiment of the invention;

FIG. 4 is a block diagram illustrating, in greater detail, an application engine of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 5 is a block diagram illustrating, in greater detail, an interfacing engine of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 6 is a block diagram illustrating, in greater detail, a portrayer engine of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 7a is a block diagram illustrating, in greater detail, a portrait engine of the portrayer engine of FIG. 6, according to an embodiment of the invention;

FIG. 7b illustrates an exemplary user interface for determining a cognitive aspect set, such as a consumer personality profile, according to an embodiment of the invention;

FIG. 7c illustrates a further exemplary user interface for determining cognitive aspects, according to an embodiment of the invention;

FIG. 7d illustrates an index of exemplary personality profiler elements useable in conjunction with personality profilers, according to an embodiment of the invention;

FIG. 7e is a continuation of the FIG. 7d index.

FIG. 7f illustrates an exemplary personality profiler corresponding to a young girl, according to an embodiment of the invention;

FIG. 7g illustrates an exemplary personality profiler corresponding to a young professional man, according to an embodiment of the invention;

FIG. 7h illustrates an exemplary personality profiler corresponding to an older boy, according to an embodiment of the invention;

FIG. 7i illustrates an exemplary personality profiler corresponding to an older girl, according to an embodiment of the invention;

FIG. 7j illustrates an exemplary personality profiler corresponding to a teen boy, according to an embodiment of the invention;

FIG. 7k illustrates an exemplary personality profiler corresponding to a young adult woman, according to an embodiment of the invention;

FIG. 7l illustrates an exemplary personality profiler corresponding to a young boy according to an embodiment of the invention;

FIG. 7m illustrates an exemplary personality profiler corresponding to an infant, according to an embodiment of the invention;

FIG. 8 is a block diagram illustrating, in greater detail, a usage monitor of the portrayer engine of FIG. 6, according to an embodiment of the invention;

FIG. 9 is a block diagram illustrating, in greater detail, a matching engine of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 10 is a block diagram illustrating, in greater detail, a data and communications management engine ("management engine") of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 11 is a block diagram illustrating, in greater detail, a viability engine of the wish engine of FIG. 3, according to an embodiment of the invention;

Docket Alarm

FIG. 12 is a block diagram illustrating, in greater detail, a transaction engine of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 13a is a block diagram illustrating, in greater detail, a security engine of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 13b is a flow diagram illustrating the operation of matching system elements for providing one-way encryption, decryption and portrait sketches, according to an embodiment of the invention;

FIG. 14a is a block diagram illustrating a product-vendor engine according to an embodiment of the invention;

FIG. 14b illustrates an exemplary intentions map associating intentions with corresponding weighted cognitive aspect sets, according to an embodiment of the invention;

FIG. 15 illustrates information structures that are facilitated by matching system elements according to an embodiment of the invention;

FIG. 16 is a flowchart illustrating a method for matching consumers and products and/or vendors according to an embodiment of the invention;

FIG. 17a is a flowchart illustrating a further method for matching consumers and products and/or vendors according to an embodiment of the invention;

FIG. 17a is a flowchart illustrating a further method for matching consumers and products and/or vendors according to an embodiment of the invention;

FIG. 17b is a continuation of the FIG. 17a flowchart;

FIG. 18 is a flowchart illustrating a method for creating a product portrait according to an embodiment of the invention;

FIG. 19 is a flowchart illustrating a method for creating a consumer portrait according to an embodiment of the invention;

FIG. 20 is flowchart illustrating a method for creating a consumer portrait mapping according to an embodiment of the invention;

FIG. 21 is a flowchart illustrating a further method for creating consumer portraits according to an embodiment of the invention;

FIG. 22 is a flowchart illustrating a method for defining explicit attributes and preferences according to an embodiment of the invention;

FIG. 23 is a flowchart illustrating a consumer interest map creation and modification method according to an embodiment of the invention;

FIG. 24 is a flowchart illustrating a context determination method according to an embodiment of the invention;

FIG. 25 is a flowchart illustrating an intentions determination method according to an embodiment of the invention;

FIG. 26 is a flowchart illustrating an implied intent determination method according to an embodiment of the invention;

FIG. 27 is a flowchart illustrating a composite interests creation method according to an embodiment of the invention;

FIG. 28 is a flowchart illustrating a matching method according to an embodiment of the invention;

FIG. 29 is a flowchart illustrating a method for applying consumer feedback according to an embodiment of the invention;

FIG. 30 is a flowchart illustrating a shadow creation method according to an embodiment of the invention; and

FIG. 31 is a flowchart illustrating a sketch creation method according to an embodiment of the invention."

Please replace the paragraph beginning at **page 34, line 13** with the following rewritten paragraph:

"For example, default aspects or weighting values can be formed, for new consumer contacts or others for whom little is known by the matching system, as an average of existing portraits having common "bases" or other aspects. Cognitive aspects can further be modified for default or other portraits based on corrections to suggestions, explicit entry or other information as might be inferred or otherwise determined by the matching-system.)"

Please add the following new paragraph at **page 43, line 13** (before the paragraph beginning with "Turning again to FIG. 7a, a portrait analyzer embodiment"):

"FIGS. 7d - 7m also indicate further personality profiler examples found to provide (sighted) matching-system users with a non-intimidating, easily recognizable and usable mechanism for portraying themselves or other persons or things. The examples also indicate differences that facilitate profiling of an infant (FIG. 7m), young children (FIGS. 7f and 7l), older children (FIGS. 7h and 7i) and young adults (7g and 7k), for a generalized American cultural/spiritual group cross section, while charts 1a-c and FIGS. 7b-c further provide cultural examples/differentiations as well."

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REMARKS

The specification and figures are being amended in response to the above-mentioned Notice to File Missing Parts of Nonprovisional Application, and to otherwise correct obvious scrivener errors and improve clarity. No claims are being added, cancelled or amended, and no new matter is being added.

The amendments to the specification include corrections to the brief description of the drawings, a paragraph that has been amended to improve readability and a brief description of originally filed figures 7d-7m according to legend information as originally filed.

The amendments to the drawings are made primarily in response to the above-mentioned Notice to File Missing Parts of Nonprovisional Application, and to otherwise improve clarity and readability. It can now be seen, for example, that the suggestion by the above Notice that Figures 14a and 14b were missing from the original filing was in error. Rather, the present amendments should clarify that the reference numerals for certain of the drawings and the Brief Description of the Drawings merely required obvious corrections that are entered herein.

Attached to this Amendment is a copy of the drawings for Figures 1-6, 7a-m, 8-12, 13a-b, 14a-b, 15-17, 17a, 17b and 18-31, with proposed changes to Figures 7d, 7e, 14, 15a, 15b, 16a, 16b, 18, 20, 22, 23, 24, 25, 26, 27, 28, 29, 30 and 31 shown in RED ink. The proposed changes include primarily figure renumbering, insertion of figure element numbering, spelling corrections, removal of text not a part of a formally acceptable drawing and the addition of arrowheads and lines to flowcharts as they would be presumed even in their absence. Applicants understand that, despite an attempt to accurately list all amendments, the enclosed replacement drawings, and particularly the redlined copies indicating amendments, will control if any discrepancies should nevertheless arise between the above listed amendments and entered replacement figures.

Also attached to this Amendment is a Letter To The Chief Draftsperson (REQUEST TO MAKE PROPOSED DRAWING CHANGES) requesting the above noted changes to be made in Figures 7d, 7e, 14, 15a, 15b, 16a, 16b, 18, 20, 22, 23, 24, 25, 26, 27, 28, 29, 30 and 31. Applicants respectfully request the Examiner's approval for such changes to the drawings for Figures 7d, 7e, 14, 15a, 15b, 16a, 16b, 18, 20, 22, 23, 24, 25, 26, 27, 28, 29, 30 and 31.

Docket #46884.00018

If the Examiner has any questions or needs any additional information, the Examiner is invited to telephone the undersigned attorney at (650) 843-8796.

Attached hereto is a marked-up version of the changes made to the specification and claims by the current amendment. The attached page is captioned **"Version with markings to show changes made."**

If for any reason an insufficient fee has been paid, the Assistant Commissioner is hereby authorized to charge the insufficiency to Deposit Account No. 05-0150.

Date: 6/3/02

Respectfully submitted,

Squire, Sanders & Dempsey L.L.P.
600 Hansen Way
Palo Alto, CA 94304-1043
Telephone: (650) 856-6500
Facsimile: (650) 843-8777

Daryl C. Josephson
Attorney for Applicants
Registration No.: 37,365

10066126 - 060502

Version With Markings To Show Changes Made

In the specification

Please amend the paragraph beginning at **page 11, line 1** (following the title "Brief Description of the Drawings") as follows:

-- FIG. 1 is a block diagram illustrating a matching-system, in accordance with an embodiment of the present invention;

FIG. 2 is a block diagram illustrating an exemplary computer system capable of implementing one or more of the elements of FIG. 1;

FIG. 3 is a block diagram illustrating a wish server according to an embodiment of the invention;

FIG. 4 is a block diagram illustrating, in greater detail, an application engine of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 5 is a block diagram illustrating, in greater detail, an interfacing engine of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 6 is a block diagram illustrating, in greater detail, a portrayer engine of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 7a is a block diagram illustrating, in greater detail, a portrait engine of the portrayer engine of FIG. 6, according to an embodiment of the invention;

FIG. 7b illustrates an exemplary user interface for determining a cognitive ~~aspects~~ aspect set, such as a consumer personality profile, according to an embodiment of the invention;

FIG. 7c illustrates a further exemplary user interface for determining cognitive aspects, according to an embodiment of the invention;

FIG. 7d illustrates an index of exemplary personality profiler elements useable in conjunction with personality profilers, according to an embodiment of the invention;

FIG. 7e is a continuation of the FIG. 7d index.

FIG. 7f illustrates an exemplary personality profiler corresponding to a young girl, according to an embodiment of the invention;

FIG. 7g illustrates an exemplary personality profiler corresponding to a young professional man, according to an embodiment of the invention;

FIG. 7h illustrates an exemplary personality profiler corresponding to an older boy, according to an embodiment of the invention;

FIG. 7i illustrates an exemplary personality profiler corresponding to an older girl, according to an embodiment of the invention;

FIG. 7j illustrates an exemplary personality profiler corresponding to a teen boy, according to an embodiment of the invention;

FIG. 7k illustrates an exemplary personality profiler corresponding to a young adult woman, according to an embodiment of the invention;

FIG. 7l illustrates an exemplary personality profiler corresponding to a young boy according to an embodiment of the invention;

FIG. 7m illustrates an exemplary personality profiler corresponding to an infant, according to an embodiment of the invention;

FIG. 8 is a block diagram illustrating, in greater detail, a usage monitor of the portrayer engine of FIG. 6, according to an embodiment of the invention;

FIG. 9 is a block diagram illustrating, in greater detail, a matching engine of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 10 is a block diagram illustrating, in greater detail, a data and communications management engine ("management engine") of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 11 is a block diagram illustrating, in greater detail, a viability engine of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 12 is a block diagram illustrating, in greater detail, a transaction engine of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 13a is a block diagram illustrating, in greater detail, a security engine of the wish engine of FIG. 3, according to an embodiment of the invention;

FIG. 13b is a flow diagram illustrating the operation of matching system elements for providing one-way encryption, decryption and portrait sketches, according to an embodiment of the invention;

FIG. 14a is a block diagram illustrating a product-vendor engine according to an embodiment of the invention;

FIG. 14b illustrates ~~data structures that are facilitated by matching system elements~~ an exemplary intentions map associating intentions with corresponding weighted cognitive aspect sets, according to an embodiment of the invention;

FIG. 15 ~~is a flowchart illustrating a method for matching consumers and products~~ illustrates information structures that are facilitated by matching system elements according to an embodiment of the invention;

FIG. 16 is a flowchart illustrating a method for matching consumers and products and/or vendors according to an embodiment of the invention;

FIG. 17~~a~~ is a flowchart illustrating a further method for matching consumers and products and/or vendors according to an embodiment of the invention;

FIG. 17a is a flowchart illustrating a further method for matching consumers and products and/or vendors according to an embodiment of the invention;

FIG. 17b is a continuation of the FIG. 17a flowchart;

FIG. 18 is a flowchart illustrating a method for creating a product portrait according to an embodiment of the invention;

FIG. 19 is a flowchart illustrating a method for creating a consumer portrait according to an embodiment of the invention;

FIG. 20 is flowchart illustrating a method for creating a consumer portrait mapping according to an embodiment of the invention;

FIG. 21 is a flowchart illustrating a further method for creating consumer portraits according to an embodiment of the invention;

FIG. 22 is a flowchart illustrating a method for defining explicit attributes and preferences according to an embodiment of the invention;

FIG. 23 ~~is a flowchart illustrating a consumer portrait creation method according to an embodiment of the invention;~~

~~FIG. 20 is a flowchart illustrating a further digital portrait definition method according to an embodiment of the invention;~~

~~FIG. 21~~ is a flowchart illustrating a consumer interest map creation and modification method according to an embodiment of the invention;

FIG. ~~22~~ 24 is a flowchart illustrating a context determination method according to an embodiment of the invention;

FIG. ~~23~~ 25 is a flowchart illustrating an intentions determination method according to an embodiment of the invention;

FIG. ~~24~~ 26 is a flowchart illustrating an implied intent determination method according to an embodiment of the invention;

FIG. ~~25~~ 27 is a flowchart illustrating a composite interests creation method according to an embodiment of the invention;

FIG. ~~26~~ 28 is a flowchart illustrating a matching method according to an embodiment of the invention;

FIG. ~~27~~ 29 is a flowchart illustrating a method for applying consumer feedback according to an embodiment of the invention;

FIG. ~~28~~ 30 is a flowchart illustrating a shadow creation method according to an embodiment of the invention; and

FIG. ~~29~~ 31 is a flowchart illustrating a sketch creation method according to an embodiment of the invention~~;~~ . --

Please amend the paragraph beginning at **page 34, line 13** as follows:

-- (For example, ~~Default~~ default aspects or weighting values can ~~, for example,~~ be formed, for new consumer contacts or others for whom little is known by the matching system, as an average of existing portraits having common "bases" or other aspects. Cognitive aspects can further be modified for default or other portraits based on corrections to suggestions, explicit entry or other information as might be inferred or otherwise determined by the matching-system.) --

Please add the following new paragraph at **page 43, line 13** (before the paragraph beginning with "Turning again to FIG. 7a, a portrait analyzer embodiment"):

FIGS. 7d - 7m also indicate further personality profiler examples found to provide (sighted) matching-system users with a non-intimidating, easily recognizable and usable mechanism for portraying themselves or other persons or things. The examples also indicate differences that facilitate profiling of an infant (FIG. 7m), young children (FIGS. 7f and 7l), older children (FIGS. 7h and 7i) and young adults (7g and 7k), for a

generalized American cultural/spiritual group cross section, while charts 1a-c and FIGS. 7b-c further provide cultural examples/differentiations as well.

Received from <10066126 Date: 12/5/2006 Time: 2:25:25 PM>

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CERTIFICATE OF MAILING

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below with sufficient postage as first class mail in an enveloped addressed to the Commissioner for Patents, Washington, D.C. 20231 on

Date: 6-3-2002

Sandy Yi
Sandy Yi

In Re Application of:		Examiner:	Unknown
	Sylvia Tidwell Scheuring, et al.	Art Unit:	2161
Serial No:	10/066,126		
Filed:	January 30, 2002		
For:	SYSTEM AND METHOD FOR MATCHING CONSUMERS WITH PRODUCTS		

Docket No. 46884.00018

Commissioner for Patents
Washington, D.C. 20231

LETTER TO OFFICIAL DRAFTSPERSON
(Request To Make Proposed Drawing Changes)

Sir:

Subject to the approval of the Primary Examiner in the above-entitled patent application, please substitute the enclosed forty-six (46) sheets of drawings that contain amended Figures 7d, 7e, 14, 15a, 15b, 16a, 16b, 18, 20, 22, 23, 24, 25, 26, 27, 28, 29, 30 and 31, for the forty-six (46) sheets of informal drawings containing Figures 1-6, 7a-7m, 8-12, 13a-13b, 14a-14b, 15-17, 17a, 17b and 18-31 as originally filed.

Approval is requested to amend Figures 7d, 7e, 14, 15a, 15b, 16a, 16b, 18, 20, 22, 23, 24, 25, 26, 27, 28, 29, 30 and 31 as shown in RED ink on the attached copies and as indicated below:

In Fig. 7d, for the section entitled "U.S. Adult Mixer", replace "Practical = First aid kid" with -- Practical = First aid kit --, and

for the section entitled "U.S. Teen Mixer", replace "Practical = First aid kid" with -- Practical = First aid kit --.

In Fig. 7e, for the section entitled "Japanese Adult Female Mixer", replace "Full of Curiousity – Computer on Shelf" with -- Full of Curiosity = Computer on Shelf --.

for the section entitled "Japanese Adult Male Mixer", replace "Full of Curiousity – Computer on Shelf" with -- Full of Curiosity = Computer on Shelf --.

In Figure 14, renumber the figure as -- Figure 14A --.

In Figure 15a, for the figure, renumber the figure as -- Figure 15 --.

for reference block 1507, delete the second "Product - N".

In Figure 15b, renumber the figure as -- Figure 14B --.

In Figure 16a, renumber the figure as -- Figure 16 --.

In Figure 16b, for the figure, renumber the figure as-- Figure 17 --

for each successive block, add consecutive odd block numbering.

Approved - 06/14/02

In Figure 17a, add arrowheads indicated by the depicted blocks.

In Figure 17b, add arrowheads indicated by the depicted blocks and lines.

In Figure 18, for reference block 1803, replace "Automatic Categorization analyzes text associated wiith a product (continue with remainder of text)" with -- Automatic Categorization analyzes text associated with a product (continue with remainder of text) --.

In Figure 20, for the figure, delete the handwritten note, "guess*user value = map value".

for the block containing "End For each Personality Category", reference the block with the numeral -- 2027 --.

In Figure 22, for the figure, replace block numbers "2001" through "2007" with --2201-- through --2207--

delete the handwritten example on the right side of the drawing.

for reference block 2207, replace "writtent" with -- written --.

In Figure 23, for the figure, add consecutive odd block numbering.

for reference block 2315, replace "The modifier rule is typically simple multiplication, but the vlaue modifier (continue with remainder of text)" with – The modifier rule is typically simple multiplication, but the value modifier (continue with remainder of text) -- .

In Figure 24, add consecutive odd block numbering.

In Figure 24, add a line connecting reference block 2411 to reference block 2413.

In Figure 25, add consecutive odd block numbering.

delete the handwritten note on the right-hand side of reference block 2501.

In Figure 26, add consecutive odd block numbering.

In Figure 27, add consecutive odd block numbering.

In Figure 28, add consecutive odd block numbering.

In Figure 28, add arrowheads indicated by the existing elements and lines.

In Figure 29, add consecutive odd block numbering.

In Figure 29, for reference block 2909, replace the text "Typically, nightly, but othe schedules may be used" with -- Typically, nightly, but other schedules may be used --.

In Figure 30, add consecutive odd block numbering.

In Figure 31, add consecutive odd block numbering.

Approved

REMARKS

Applicants respectfully submit that the requested drawing amendments are consistent with the corresponding material in the specification and does not add any new matter to the application.

Should the Examiner have any questions concerning this request, the Examiner is invited to call the undersigned representative at the number shown below.

If for any reason an insufficient fee has been paid, the Commissioner is hereby authorized to charge the insufficiency to Deposit Account No. **05-0150**.

Date: 6/3/02

Respectfully submitted,

Squire, Sanders & Dempsey L.L.P.
600 Hansen Way
Palo Alto, CA 94304-1043
Telephone: (650) 856-6500
Facsimile: (650) 843-8777

Daryl C. Josephson
Attorney for Applicants
Registration No.: 37,365

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JUN 06 2002

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exemplary pmixerguide.txt

Here is a guide to the ~~existing~~ art for the personality mixers that follow in FIGS. 7f-7m

U.S. ADULT MIXER

(18 years and older)

Active = Ping pong paddle
Casual = Slippers
Classic = Pedestal
Conservative = Bow tie
Creative = Painting
Home & Garden = Hammer
Loves To Learn = Books
Nature Lover = Flower
Pamper Me! = Feather
Parent = Baby
Passionate = Smile
Practical = First aid kit
Rebel = Sunglasses
Spiritual = Halo
Stylish = Checkered pants
Techie = Computer
Trendy = Spiky hair
Upscale = Diamond
Way Too Busy = Flying money

U.S. TEEN MIXER

(14-17 years)

Active = Ping pong paddle
Casual = Slippers
Creative = Painting
Extravagant = Flying money
Loves To Learn = Books
Nature Lover = Flower
Pamper Me! = Feather
Practical = First aid kit
Rebel = Sunglasses
Social = Telephone
Techie = Computer
Trendy = Spiky hair

U.S. OLDER CHILDREN MIXER

(9-13 years)

Active = Skateboard
Loves To Learn = Books
Social = Telephone
Rebel = Sunglasses
Creative = Painting
Techie = Computer
Trendy = Spiky hair

U.S. YOUNG CHILDREN MIXER

(5-8 years)
Active = Skateboard
Loves To Learn = Books
Social = Telephone
Strong-willed = Football helmet
Imaginative = Finger painting

FIG. 7d

Docket No. 50277-0

Princess = Wand
Techie = Computer
Trendy = Sunglasses (note how trendy is no longer spiky hair - this was to be able to use the helmet)

******

JAPANESE ADULT FEMALE MIXER

Unlike the US female, the Japanese female mannequin is wearing a skirt by default.

Busy Mom = Baby
Always Busy = Clock with Wings
At One's Own Pace = Metronome on Shelf
Active = Tennis Racket
Individualist = Sunglasses
Traditional = Bow Tie
Original Thinking = Painting on wall
Full of Curiosity = Computer on Shelf
Loves Nature = Flower
Practical = First Aid Kit on Shelf
Subdued = Sun - a high rating means the sun is faint.
Homebody = Slippers
Brand Conscious = Purse
Sensitive to Trends = Reddish brown spiky hair or possibly yellow
Stylish = Checkers on skirt

JAPANESE ADULT MALE MIXER

Always Busy = Clock with Wings
At One's Own Pace = Metronome on Shelf
Active = Tennis Racket
Individualist = Sunglasses
Traditional = Bow Tie
Original Thinking = Painting on wall
Full of Curiosity = Computer on Shelf
Loves Nature = Flower
Practical = First Aid Kit on Shelf
Subdued = Sun - a high rating means the sun is faint.
Homebody = Slippers
Brand Conscious = Golf bag
Sensitive to Trends = Reddish brown spiky hair or possibly yellow
Stylish = Checkers on pants
Company man = Briefcase

EXHIBIT - 06/15/06

FIG. 7e

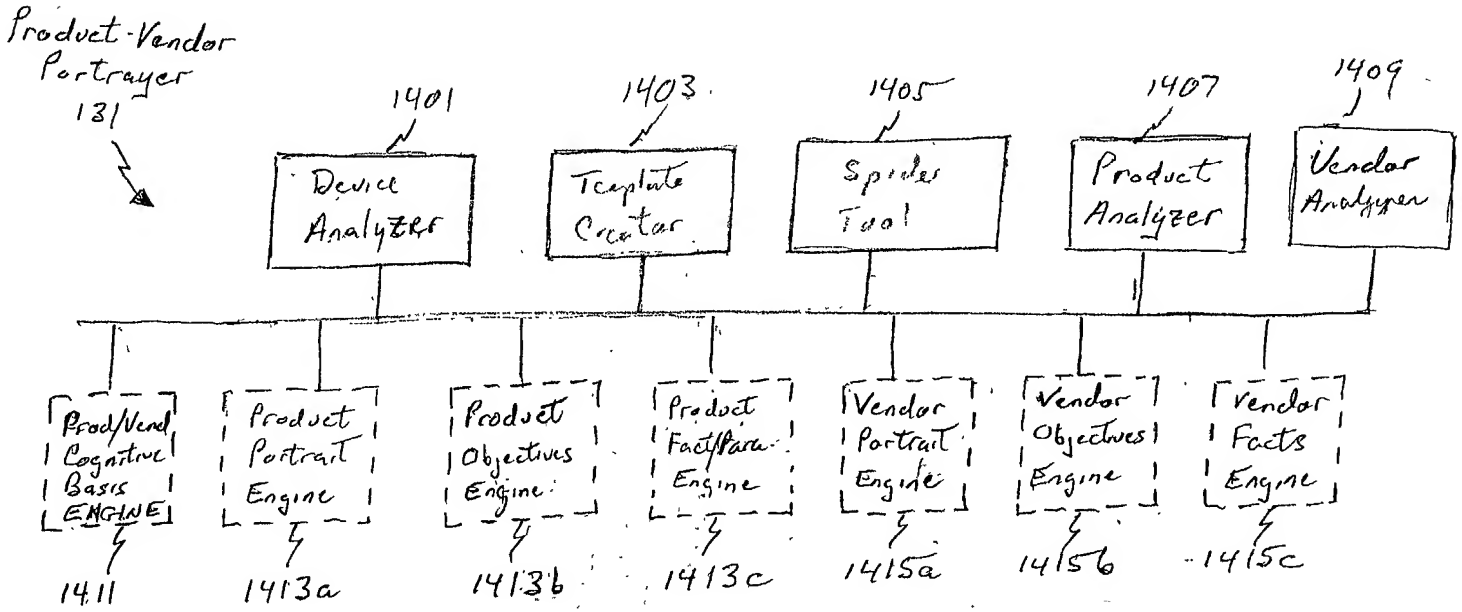
Product-Vendor Portrayer
131
1401
1403
1405
1407
1409
Device Analyzer
Template Creator
Spider Tool
Product Analyzer
Vendor Analyzer
Prod/Vend Cognitive Basis ENGINE
Product Portrait Engine
Product Objectives Engine
Product Fact/Para Engine
Vendor Portrait Engine
Vendor Objectives Engine
Vendor Facts Engine
1411
1413a
1413b
1413c
1415a
1415b
1415c

FIG. 14A

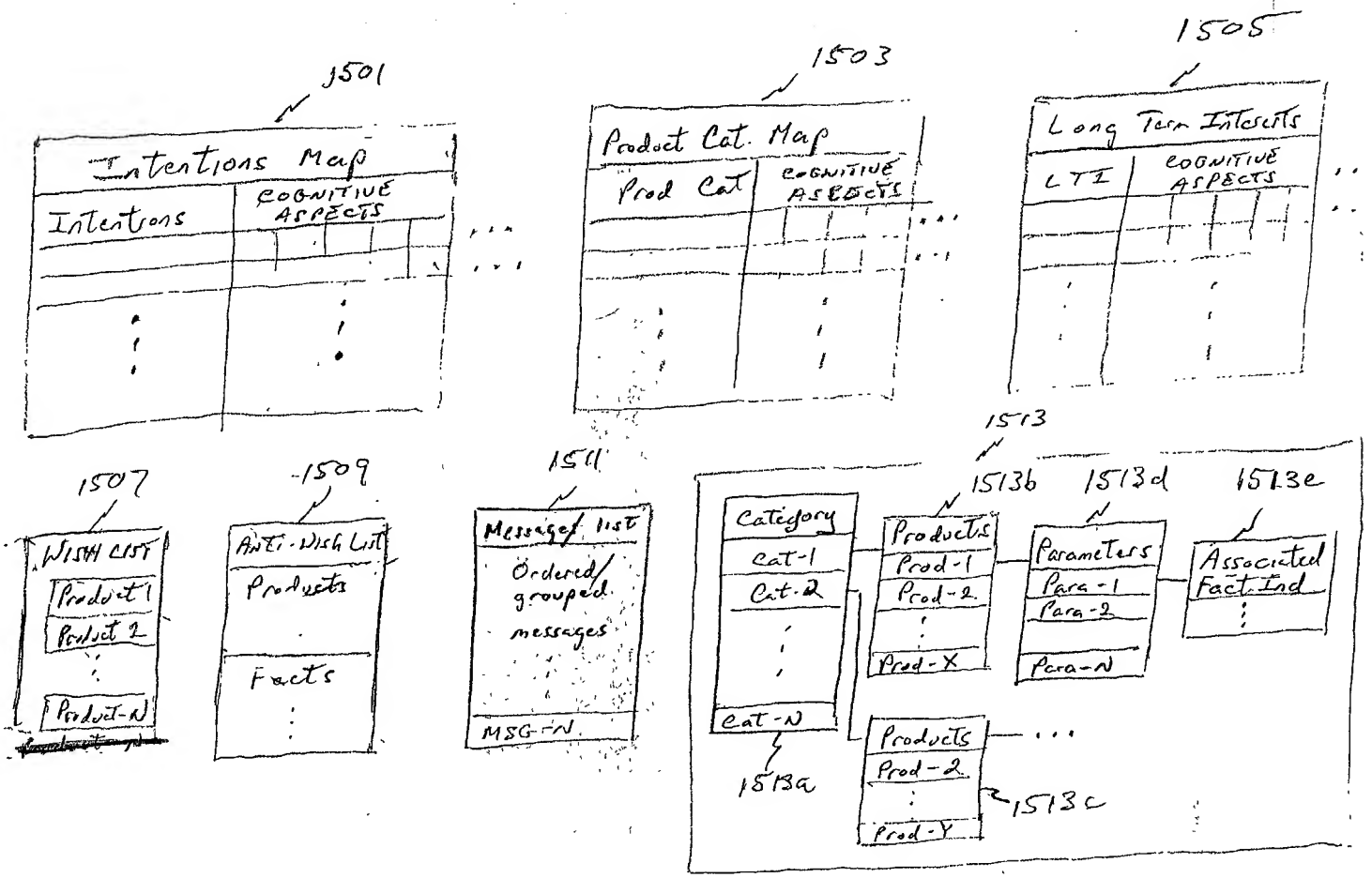

FIG. 15a
Data Structural Elements
(Maps, Lists, Etc.)

Consumer Portrait 1521

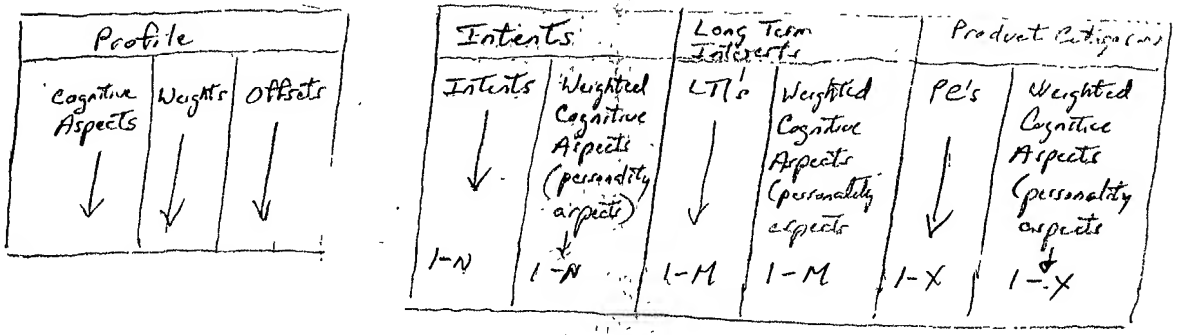

FIG. 15b 14B

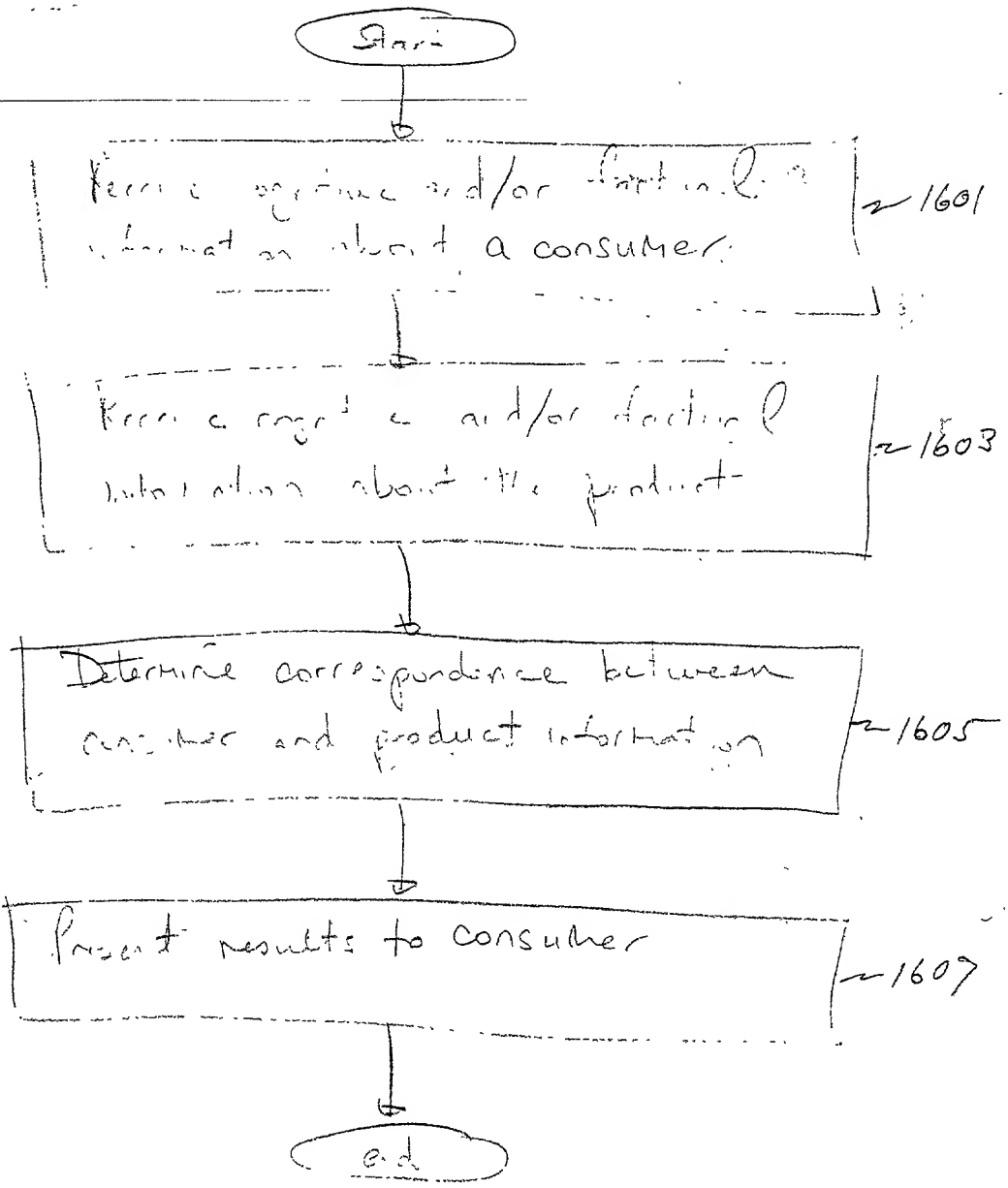
Start
Receive purchase and/or demographic information about a consumer
1601
Receive a request and/or descriptive information about the product
1603
Determine correspondence between consumer and product information
1605
Present results to consumer
1607
end

FIG. 16A

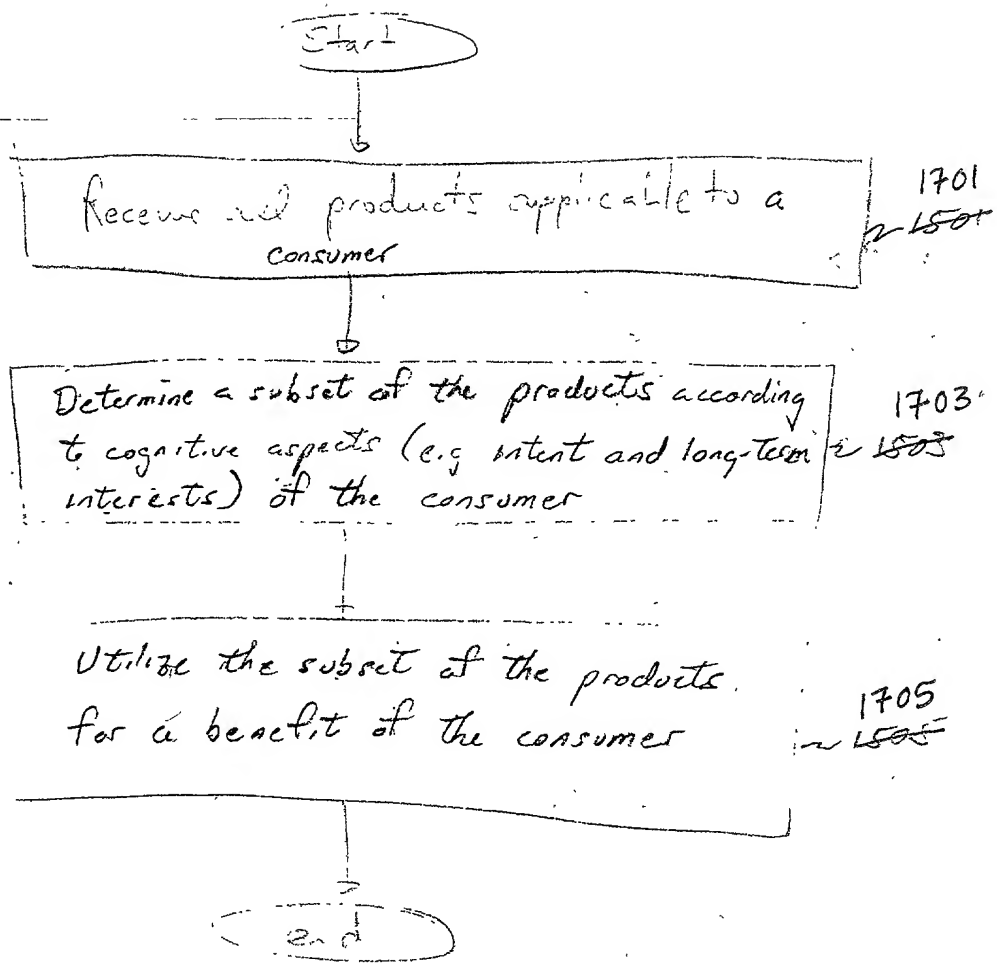
Start
Receive ~~a~~ products applicable to a consumer
1701
~~1501~~
Determine a subset of the products according to cognitive aspects (e.g. intent and long-term interests) of the consumer
1703
~~1503~~
Utilize the subset of the products for a benefit of the consumer
1705
~~1505~~
End

FIG ~~16~~ 17

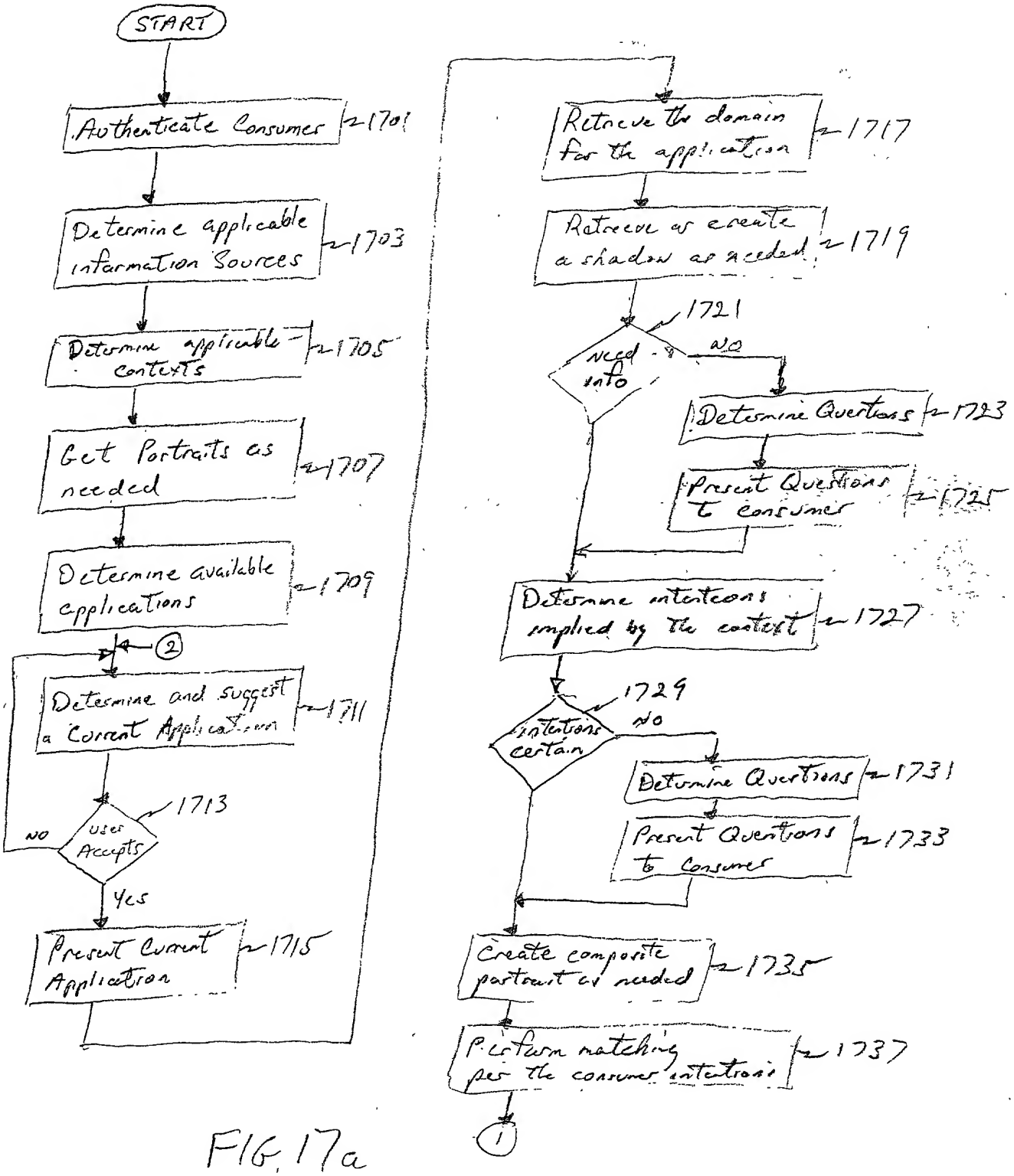
START
Authenticate Consumer
1701
Determine applicable information Sources
1703
Determine applicable contexts
1705
Get Portraits as needed
1707
Determine available applications
1709
2
Determine and suggest a Current Application
1711
1713
User Accepts
NO
Yes
Present Current Application
1715
Retrieve the domain for the application
1717
Retrieve or create a shadow as needed
1719
1721
need info
NO
Determine Questions
1723
Present Questions to consumer
1725
Determine intentions implied by the context
1727
1729
intentions certain
NO
Determine Questions
1731
Present Questions to Consumer
1733
Create composite portrait as needed
1735
Perform matching per the consumer intentions
1737
1

FIG. 17a

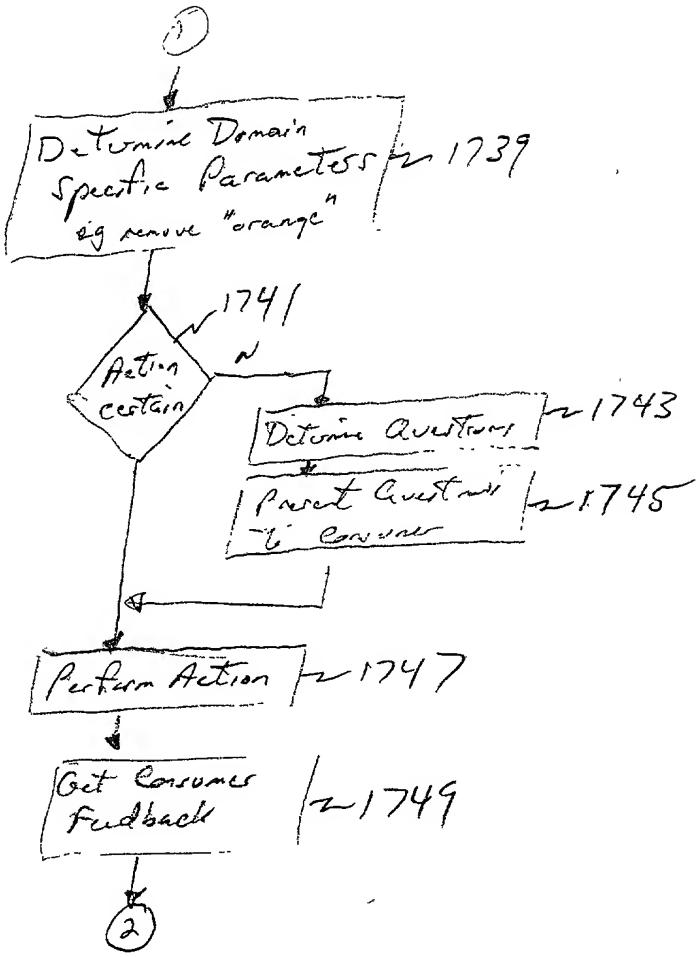
1
Determine Domain Specific Parameters
1739
e.g. remove "orange"
1741
Action certain
N
Determine Questions
1743
Present Question to Consumer
1745
Perform Action
1747
Get Consumer Feedback
1749
2

FIG. 17b

PersonalGenie Creates Product Portraits of Offered Products

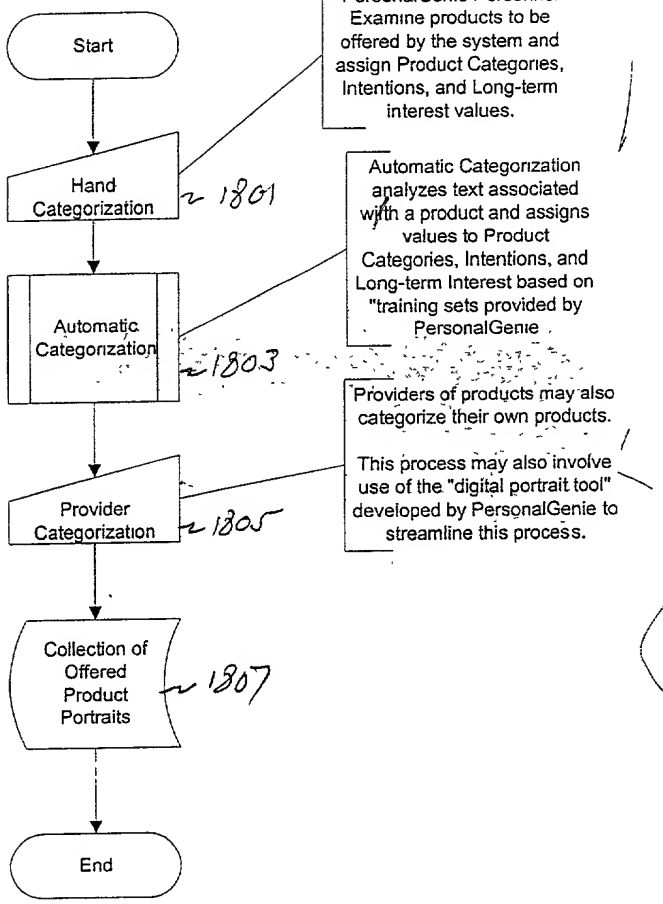

FIG. 18

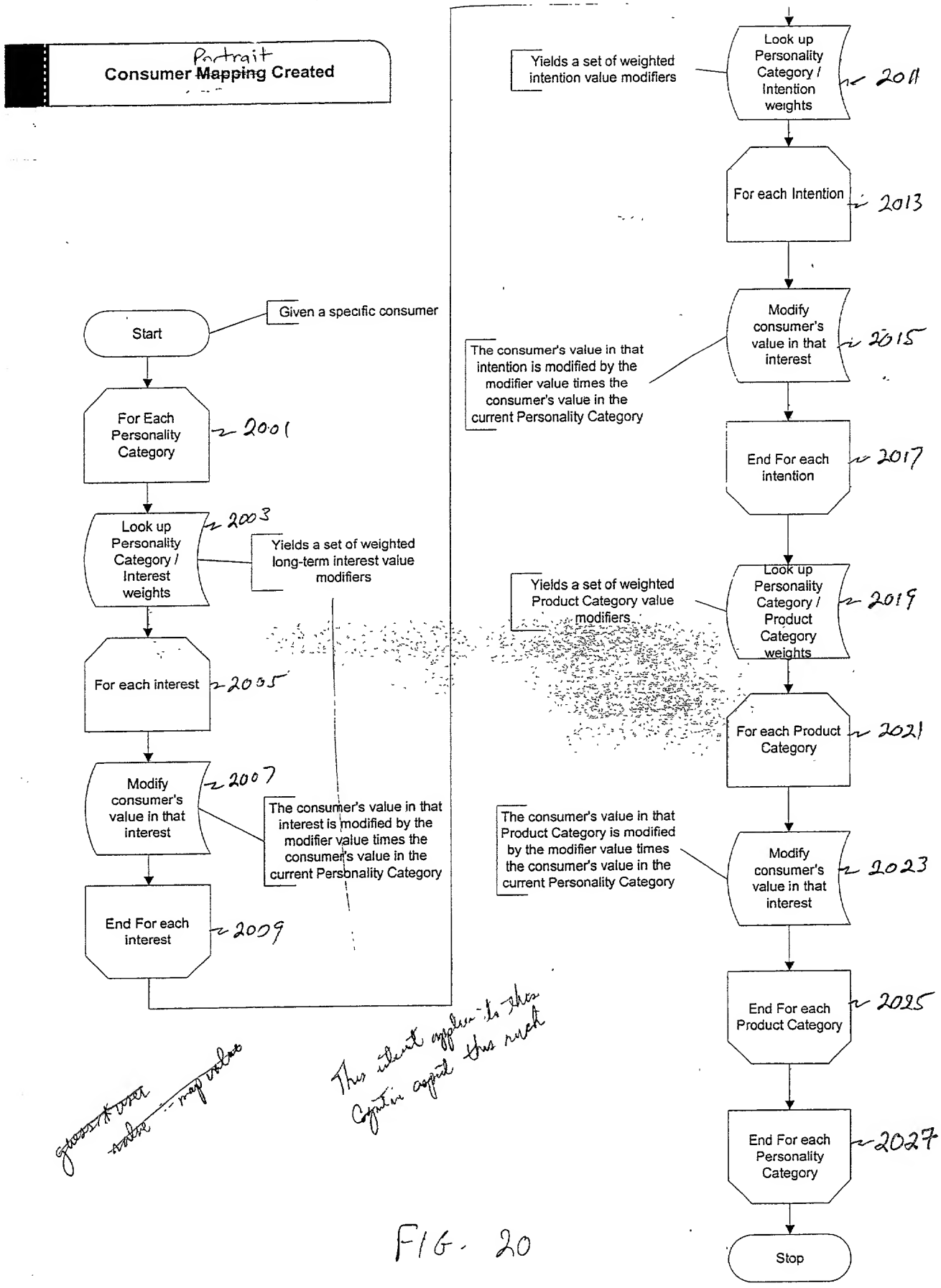
Portrait
Consumer Mapping Created
Start
Given a specific consumer
For Each Personality Category
2001
Look up Personality Category / Interest weights
2003
Yields a set of weighted long-term interest value modifiers
For each interest
2005
Modify consumer's value in that interest
2007
The consumer's value in that interest is modified by the modifier value times the consumer's value in the current Personality Category
End For each interest
2009
Look up Personality Category / Intention weights
2011
Yields a set of weighted intention value modifiers
For each Intention
2013
Modify consumer's value in that interest
2015
The consumer's value in that intention is modified by the modifier value times the consumer's value in the current Personality Category
End For each intention
2017
Look up Personality Category / Product Category weights
2019
Yields a set of weighted Product Category value modifiers
For each Product Category
2021
Modify consumer's value in that interest
2023
The consumer's value in that Product Category is modified by the modifier value times the consumer's value in the current Personality Category
End For each Product Category
2025
End For each Personality Category
2027
Stop

FIG. 20

Explicit Attributes and Preferences

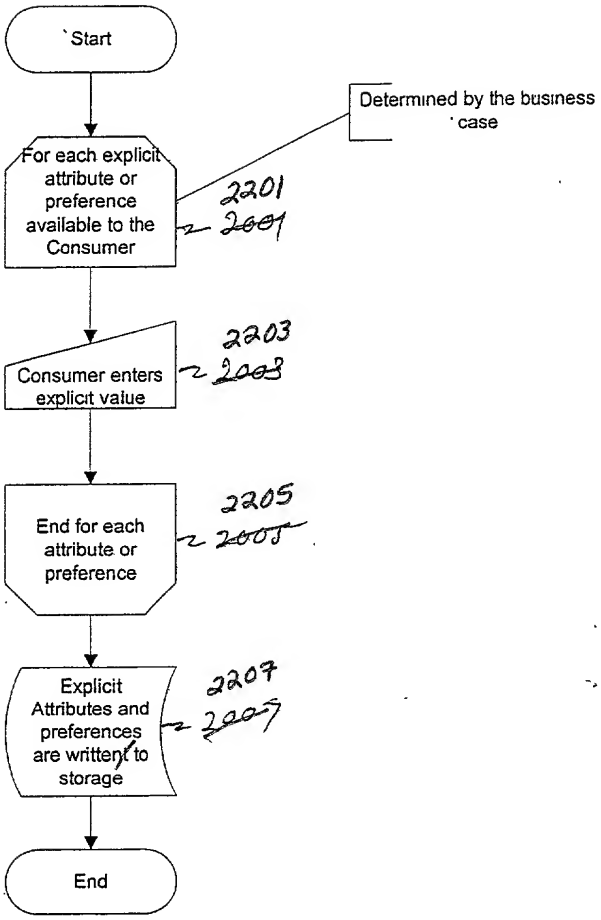

FIG. 22

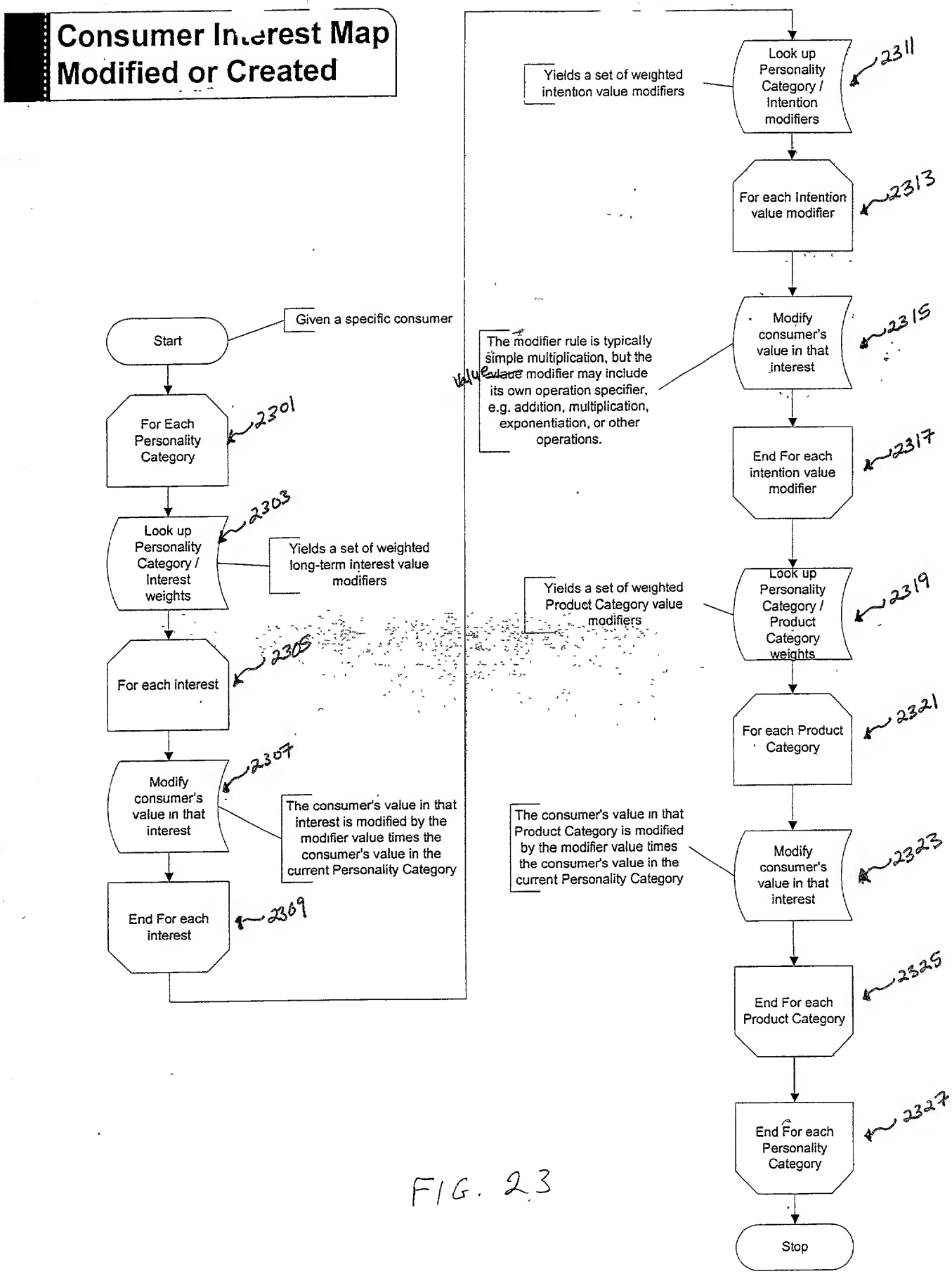
Consumer Interest Map Modified or Created
Start
Given a specific consumer
For Each Personality Category
2301
Look up Personality Category / Interest weights
2303
Yields a set of weighted long-term interest value modifiers
For each interest
2305
Modify consumer's value in that interest
2307
The consumer's value in that interest is modified by the modifier value times the consumer's value in the current Personality Category
End For each interest
2309
Look up Personality Category / Intention modifiers
2311
Yields a set of weighted intention value modifiers
For each Intention value modifier
2313
Modify consumer's value in that interest
2315
The modifier rule is typically simple multiplication, but the value modifier may include its own operation specifier, e.g. addition, multiplication, exponentiation, or other operations.
End For each intention value modifier
2317
Look up Personality Category / Product Category weights
2319
Yields a set of weighted Product Category value modifiers
For each Product Category
2321
Modify consumer's value in that interest
2323
The consumer's value in that Product Category is modified by the modifier value times the consumer's value in the current Personality Category
End For each Product Category
2325
End For each Personality Category
2327
Stop

FIG. 23

Determination of Context

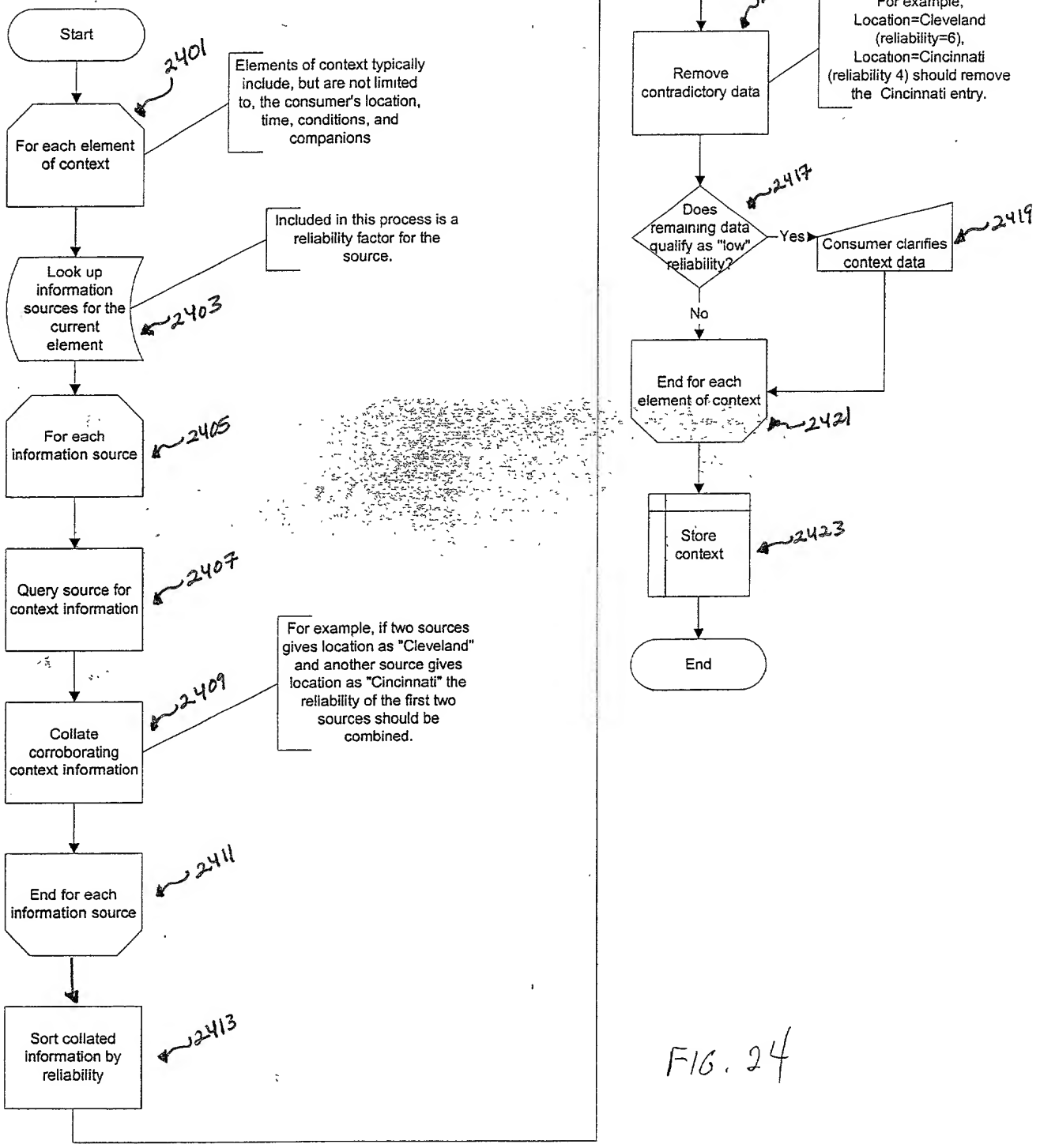

FIG. 24

Determination of Intentions

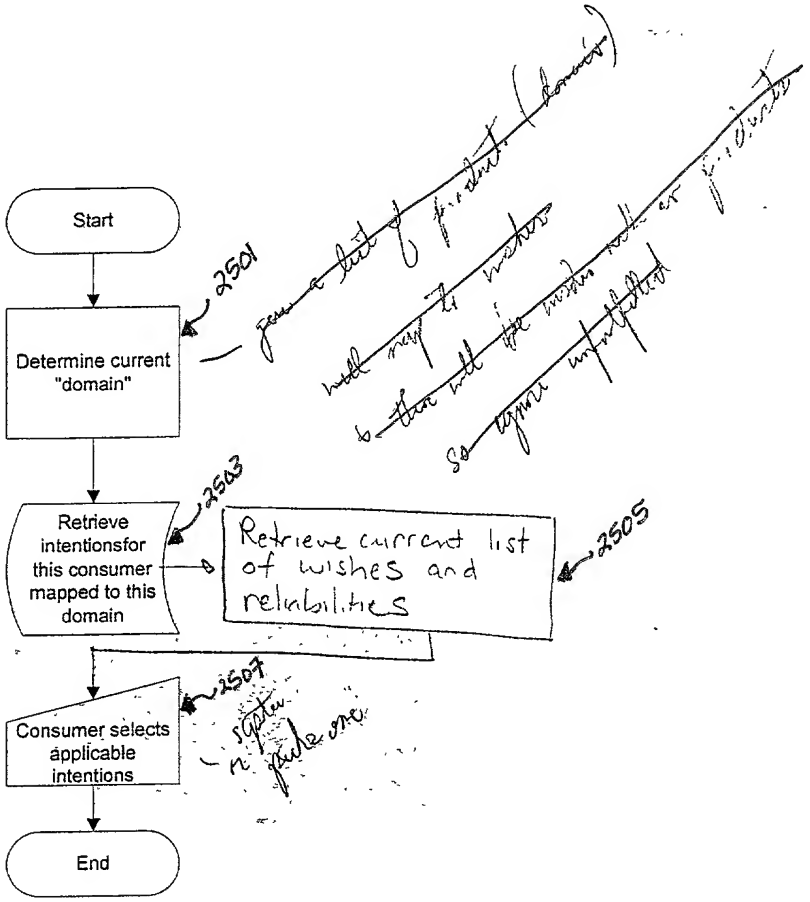

FIG. 25

Determine Intentions implied by Context

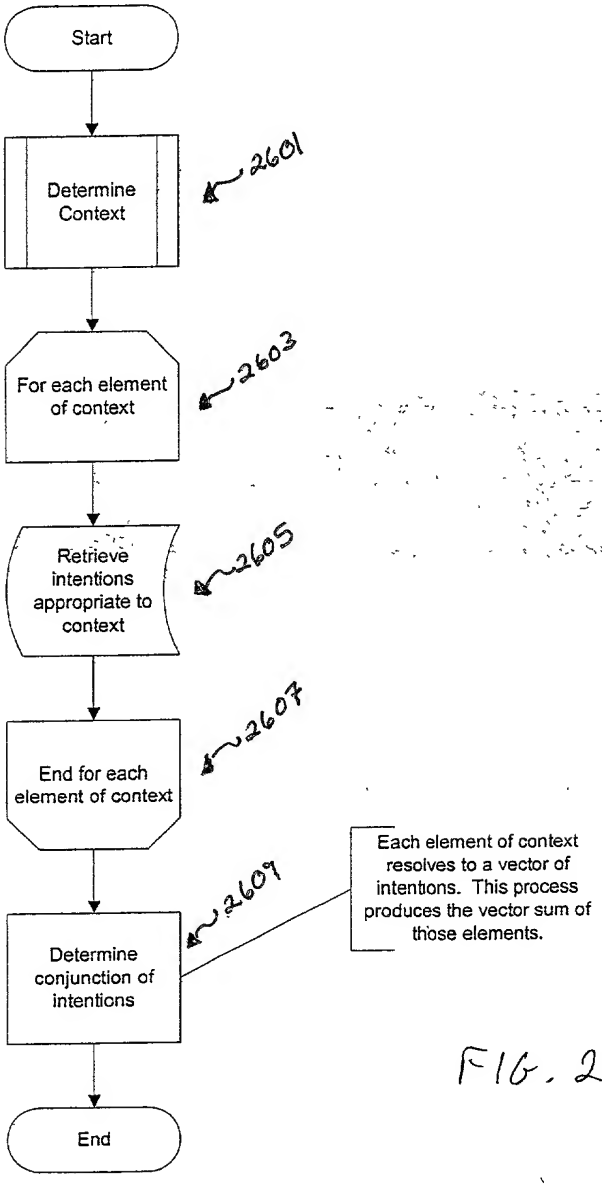

FIG. 26

Create Composite Interests

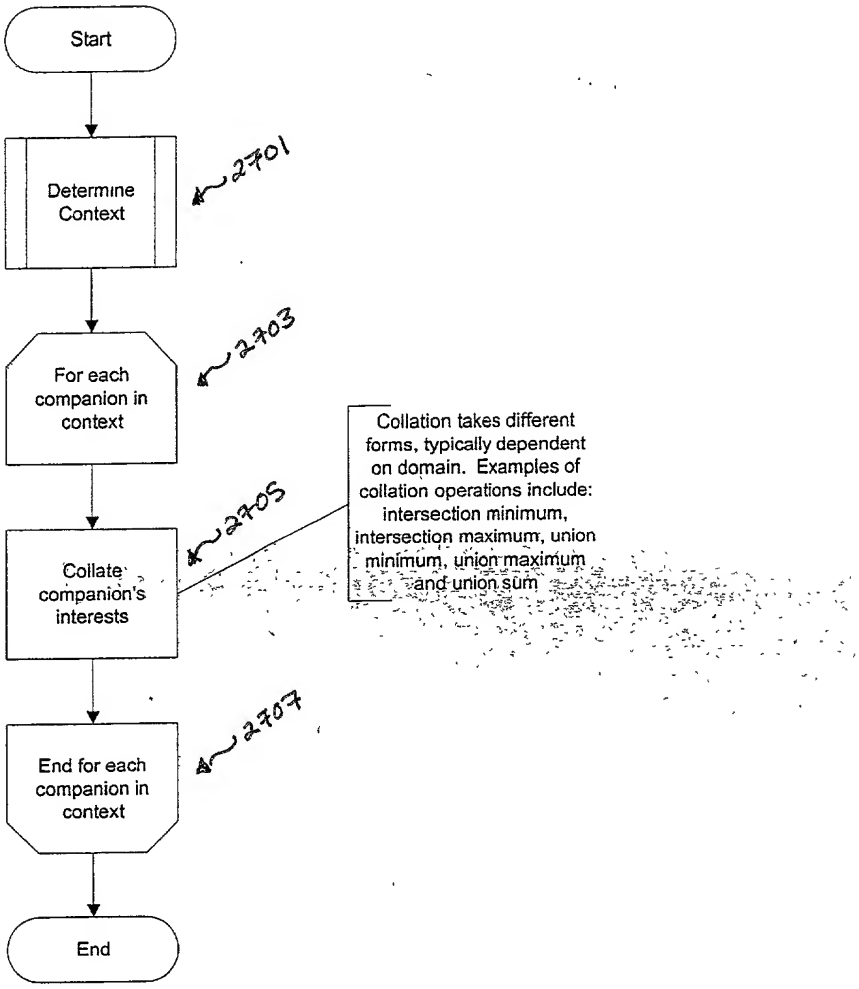

FIG. 27

Matching Process

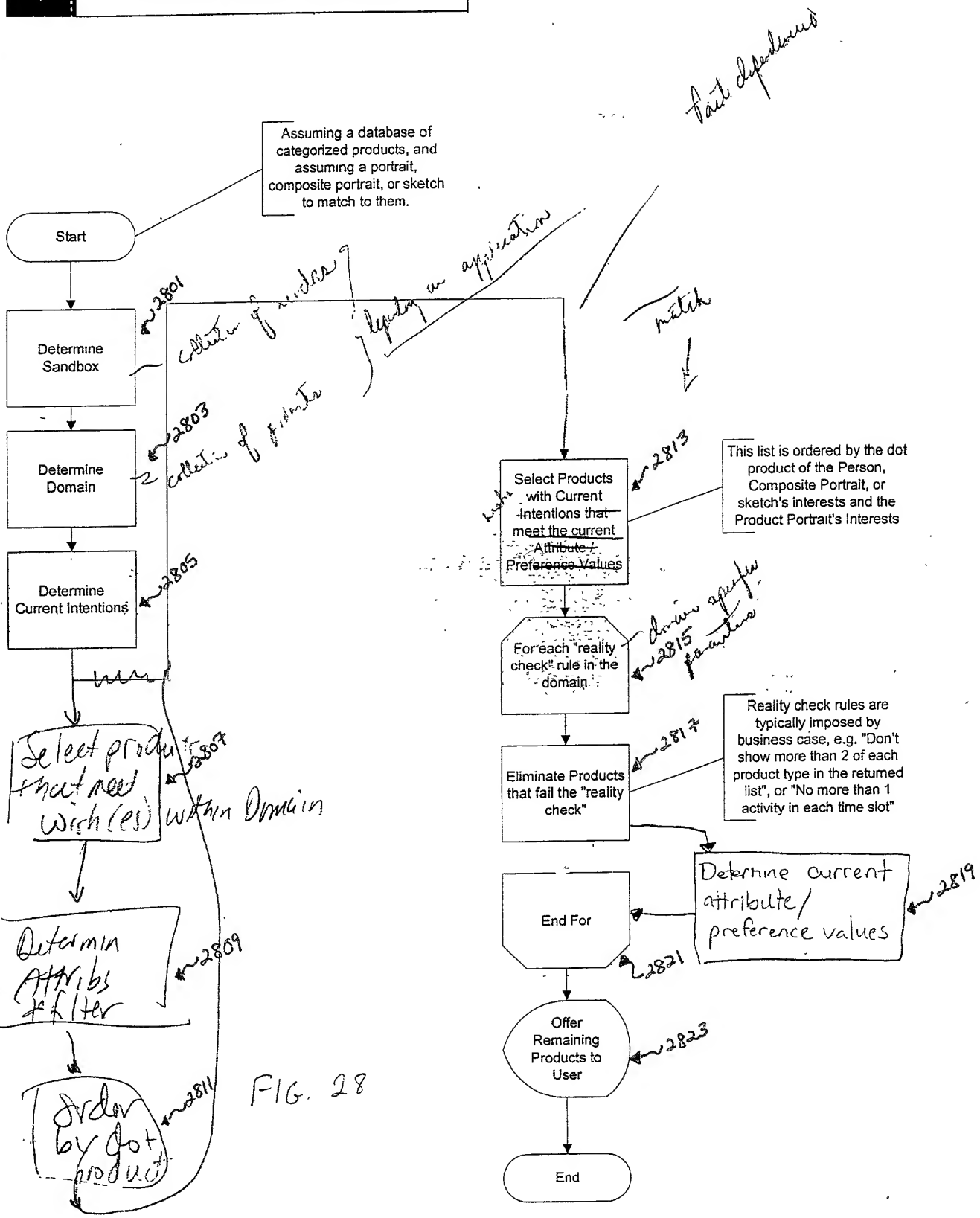

FIG. 28

Consumer Feedback Applied

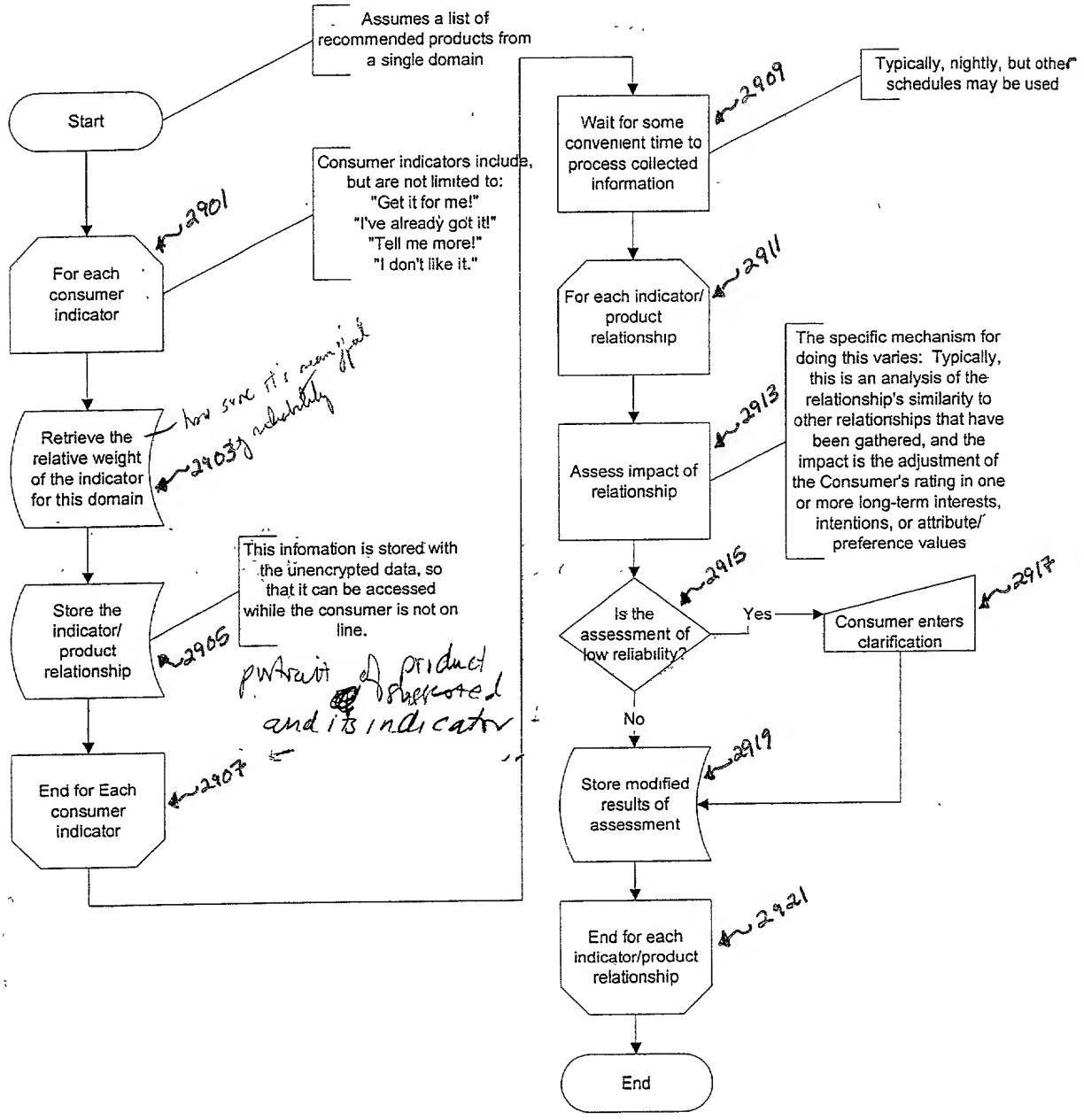

FIG. 29

Creation of Shadows

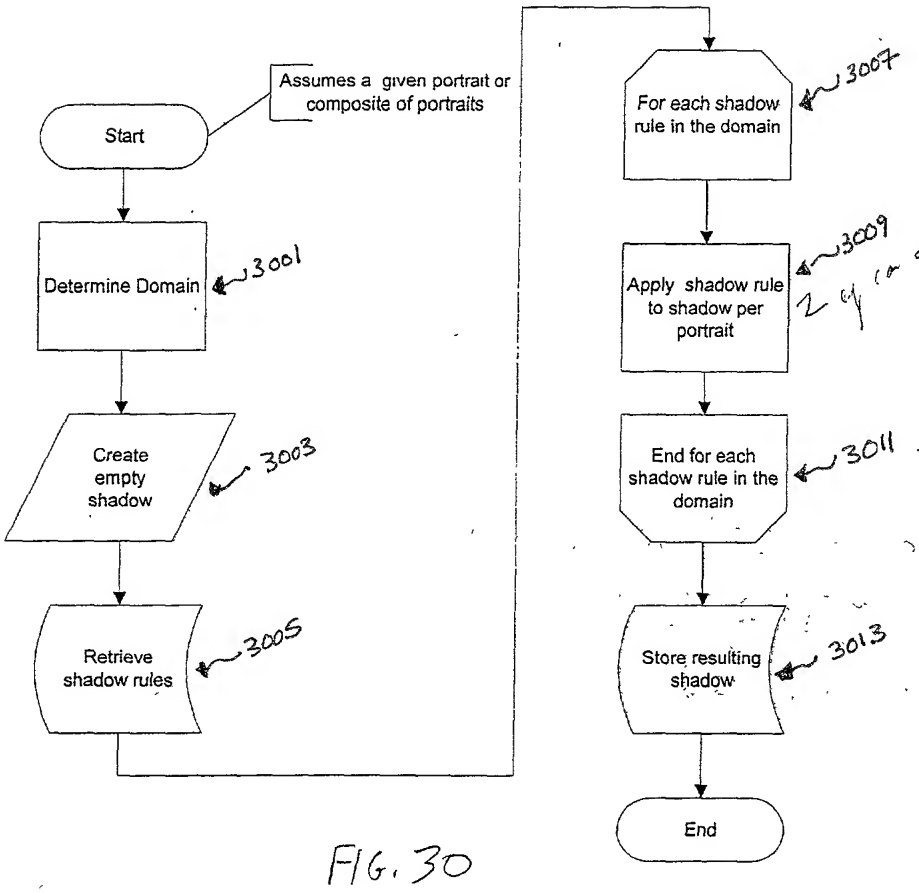

FIG. 30

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Creation of Sketches

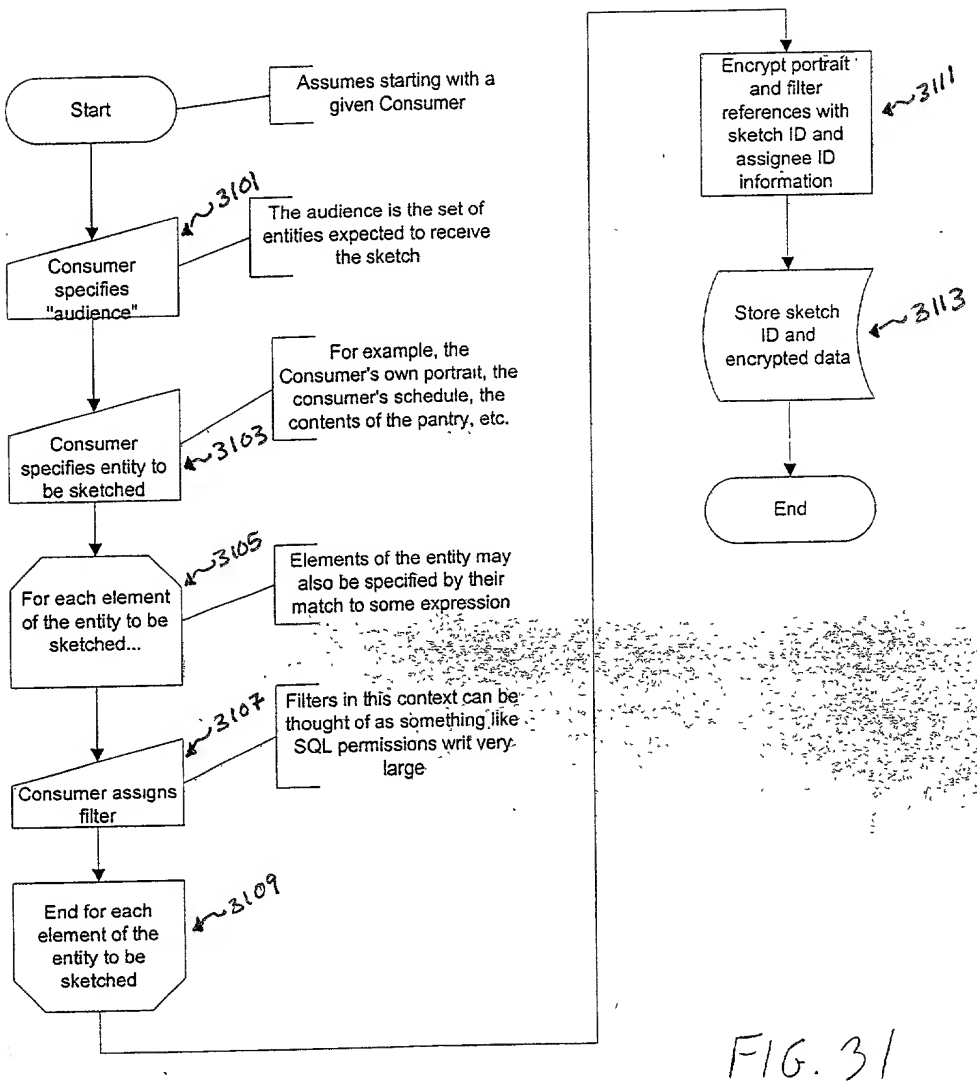

FIG. 31